

DO YOUR CUSTOMERS LOVE YOU?



Do they love to buy from you because you treat them like intelligent, discriminating people? Are they always satisfied—do they come back for more because they trust you like a father?

Well, maybe they don't have to be quite that avid about it... but they must rely on your judgement when they ask, "What's the best folding rule for the money?" or "Which company makes a really serviceable steel tape?"

Carry MASTER'S complete line of rules with absolute assurance that everything MASTER makes is of the finest quality. Only straight-grained hardwoods are used in our folding rules... only the toughest, most resilient steel in our tapes.

Take that fatherly attitude... recommend MASTER.



BLUE TIP

Designed for hard use, this popular rule has glass-hard clear lacquer finish. It comes in boxwood-colored straight-grained maple. Features brass plate joints and legible double-edge graduations. The finest folding rule in the low-priced field. #66, \$1.10 each.



TUFBOY
Extremely rugged, chromed zinc-alloy case. A leader in smooth action and long wear. #306, 6 ft., \$1.60; #308, 8 ft., \$1.75. Also comes with white acid-proof "Brite-Blade." #306W, \$1.75; #308W, \$2.00.



BROWNIE
Sturdy low-priced rule in attractive brown Tenite case. Features 6 extra inches of graduations (6 ft. plus 6 in.) for those "just over" measurements. #116, \$1.15 each.



TOPPER
White tape with jet black markings in marbleized Tenite case. Excellent for the workman who carries a rule in his pocket. #116W, 6 ft., \$1.25; #118W, 8 ft., \$1.40.



EXTENSION RULE X-6

Compact, light weight folding rule with handy extension slide feature for inside measurements. All joints are brass plate, and extension slide is solid brass. The extension has a locking spring stop at drawn position. Wood is hard maple, lacquered. #X-6, \$1.85 each.



INTERLOX

World's only slide action wood rule, features direct single-reading inside measuring, plus outside measuring. Will do a variety of measuring jobs three times faster than standard rule. Made of finest straight-grained maple. Sticks and clamps are replaceable. #104, 4 ft., \$2.25; #106, 6 ft., \$2.50; #108, 8 ft., \$3.00.



LONGBOY
An entirely new rewind principle in a long tape. Pressing center plate draws in tape automatically, releasing plate stops tape at any point. #050, 50 ft., \$12.00 each.



MONITOR
Thin round-cased rule with colorful countersunk name-plate. Case of heavy chromed steel. #206 has $\frac{1}{2}$ "-wide tape, \$1.50 each; #206A has $\frac{3}{8}$ "-wide tape, \$1.50 each.



STREAMLINE
Direct reading of inside measurements, lever brake for holding any reading. Spring steel blade has permanently etched grads on both sides. #406W, white face, \$2.75; #408, 8 ft., \$2.75; #408W, \$3.00; #410W, 10 ft., \$3.25.



BLUE END

A top favorite, the Blue End features brass plate joints designed to withstand the stress of long, hard use. Made of selected straight-grained maple, this rule has a high gloss baked enamel finish. In 6 ft. lengths, flat or regular readings. #796, regular; #796F, flat reading. Both \$1.50 each.



LADY'S MAN
For women's sewing, knitting, and household use, this fine rule features an exceptionally flexible $\frac{1}{8}$ "-wide white faced steel tape. In beautiful yellow, coral red, or powder blue Tenite cases. #156, \$1.10 each.



Ask about this handsome display case. It will add a note of fine craftsmanship to your counter, and will go far in helping you to sell Master Rules.

Inexpensive replacement blades are available for most Master tapes, a further indication of guarantee for Master products.

MASTER

MASTER RULE MFG. CO. INC. Middletown, New York
WOOD AND STEEL TAPE RULES

Your order of 100 pounds (36 doz. of any combination) or more will be shipped FREE, Anywhere In The United States.

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